



European Network for  
Rural Development

# 'Landsbyggare' - changing perceptions and attracting people to the countryside

LAG LEADER Höga Kusten



## Our motivation for working with this topic

We wanted to challenge existing negative perceptions relating to living and working in the countryside and create a more positive view of rural entrepreneurship in the High Coast of Sweden. We challenged existing perceptions and aimed to attract people to live and work in the countryside.

## This is what we did and do

We involved committed local entrepreneurs and NGOs – the 'Landsbyggare' = 'Country-builders' – in developing skills development and community days – to identify opportunities for long-term cooperation –, a social media campaign, and public awareness raising. Nine entrepreneurs were portrayed in our social media campaign.

Speeches, workshops, newspaper articles also were part of our public opinion forming campaign. With all this, we wanted to share the sense of pride we feel in being 'Landsbyggare'. So far, we counted more than 6 390 page views of our website – [www.landsbyggare.se](http://www.landsbyggare.se) –, more than 350 000 Facebook page views, and more than 34 500 exchanges on Instagram. Other LEADER offices showed interest in adopting the concept and people from 'outside' contacted us with enquiries about how to start a business or move to our territory. We also created a local network community of 'Landsbyggare'.

## Those actors/ groups/ individuals were important

We primarily targeted creative entrepreneurs and NGOs that wanted to develop the countryside in the High Coast of Sweden, but we also communicated to potential new residents in the High Coast of Sweden.

## Our learnings/ this is what we can recommend

Involving local stakeholders from the non-governmental and private sector and encouraging them to share their experiences of being 'Landsbyggare' does not only increase their commitment and pride, but also creates a strong, credible message to stakeholders not resident in our territory. Community days organised around this central concept contributed to creating a local network of 'change-makers'.



## Find out more

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➔ [www.landsbyggare.se](http://www.landsbyggare.se)



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